

# RUBENS

## The House Of The Greatest Values

A MERRY CHRISTMAS AND A HAPPY NEW YEAR

We wish to thank our friends and customers for their patronage during the past year. We will continue with the same policy--the greatest value for your dollar, and money re-funded as cheerfully as we take it. We are now celebrating our

## Second Annual Christmas Sale

Our stocks are complete with presents for both old and young

All the new Boudoir Caps, in the latest styles, 50c values... **25c**

The latest thing in the new Dutch Collars, large and small shapes. Special... **25c**

Ladies' Handkerchiefs, boxed in attractive boxes. **25c** and **50c**  
Ladies' Handkerchiefs, one in a box, hemstitched, borders and colored edges. **10c, 15c, 25c**

Men's Dress Shirts, White and Colored, stiff and soft bosoms. \$1.50 values at... **60c**

Men's Hose in neat Holiday boxes, Lisle Thread, white, blue and black... **25c**

Children's Shoes, button or lace, good heavy weight, "The kind that wear"... **\$1.69**

We are showing excellent values in Men's Sweaters and Sweater Coats from... **50c to \$3.50**

Ladies' Hand Bags in all the new patterns and shapes, worth \$1.00 to \$1.50... **69c**

Ladies' and Misses' Sweater Coats, makes a dandy present. Priced specially... **\$1.98 and \$2.98**

Ties in all the new shades, neatly boxed... **25c**

Men's Pants—a full line of work or dress pants... **98c to \$3.50**

Men's good dress Shoes, \$2.50 and \$3.00 values... **\$1.98**  
Button or Lace.

Ladies' two-piece heavy ribbed Underwear, heavy fleeced... **45c**

Outing Flannel, 10c quality, grey, pink, blue, white. This week... **8c yd.**

Special for the Holidays, Men's and Young Men's Suits, neat, attractive patterns, very good quality, at \$15.00  
Our Price... **\$9.95**

Our line of Shoes are now complete. We can save you money. Come in and investigate.

Ladies' Shoes, dull, baby doll or cloth top... **\$3.00**

Children's Union Suit, good heavy weight... **45c**

Boys' heavy weight Hose, reinforced heel and toe... **15c**

Ladies' Fleeced Hose "Rockford" made, seamless, per pair... **23c**

We have Underwear for the whole family in cotton or wool. Men's All Wool two-piece Underwear, limited quantity, worth \$1.00 a garment... **79c**

Ladies' Union Suits, heavy ribbed... **98c**

### How Not to Give

THE story is told of a woman with a great deal more money than mind and her selection of Santa Claus favors. This daughter of gold is busy twenty-four hours out of the day chasing happiness, though it is said she seldom catches up with it. Her idea of a Christmas gift is something that costs \$5. Never mind what the something is so long as it represents a V.

Seven years ago she was particularly rushed at the holiday season, so she gave less thought than usual to the disposal of the Christmas fives. She was passing a bookshop when a limp leather and gold copy of Omar's "Rubaiyat" caught her eyes. Here was an inspiration. She would buy \$5 worth of oriental pessimistic philosophy, expressed in meretricious form, for a friend who lived in a hall bedroom and hadn't a second shirt waist to her name.

Upon investigation Omar looked so good she decided to mass her Christmas suggestions and spend the hundred dollars in fives she set aside for gift purposes on Khayyam and his verses. One copy went to a widowed friend of her girlhood who lived on a farm in Maine and attended the little crossroads church twice on Sunday. Omar's verses in praise of wine and lovemaking were well calculated to shock this recipient. Another copy was mailed to a seamstress with three young robin mouths to feed and a net income of \$12 a week. The elevator man in the apartment house where the munificent giver lived drew one of the limp leathers. The remainder of the recipients were more or less appropriately selected.

Picture, if you will, the widow on the farm perusing the wine, women and song philosophy of the orient! Imagine the elevator man in the depths of his cage poring over "a loaf of bread, a jug of wine and thou!" This year the \$100 would have gone for volumes of "Moonmadness," a sort of Egyptian and Parisian nightmare, had not a safe and sane salesman persuaded the donor to select boxes of writing paper in graduated sizes. This is at least useful, and who knows but another Yuletide will find the woman sending hand picked presents to her small army of the needy!

Ostrich Dinner For Christmas.  
One baby ostrich, five months old and weighing over 100 pounds dressed, was served at a recent Y. M. C. A. Christmas dinner in Los Angeles, and 1,500 persons were served. Each of the bird's drumsticks weighed sixteen pounds. In cooking the bird 165 pounds

of dressing were used. This was made up of fifty pounds of chestnuts, thirty pounds of butter, twenty-five pounds of onions, fifty pounds of bread, twenty-five heads of celery and one pound of mixed spices. A special oven six feet square was arranged to roast the bird.

### BENEATH THE MISTLETOE



"Vow to me now,"  
Said the innocent lover;  
"Vow to me now."  
Boldly he glanced at the plant  
just above her—  
The mistletoe bough.

"Swear that you love  
And will marry me, dear,  
While up above  
Christmas stars shine so clear.  
Kiss me and vow,  
Under the bough,  
Always, forever, you'll cherish  
me near."

Tender her kiss  
As gayly she told him  
Joy of her bliss  
So close to infold him  
Under the spray.  
Then she sent him away.  
'Twas time for the next, so why,  
why should he stay?

### CHRISTMAS CRACKERS.

Do "plants" for making pretty gifts grow up to Christmas trees?  
And are "the sea-sons' greetings" sent by salt sons of the seas?

Are Yule logs cut from snow driftwood by Yuletide washed ashore?  
And would you stub a mistletoe against a parlor door?

If Eve had tried from holly twigs a party gown to weave  
Do you suppose that Adam would have called her "Christmas Eve?"

St. Nicholas in autoleigh defies police and laws.  
Do regulations as to speed contain a Santa clause?  
—Lippincott's Magazine.

Come, little boy, to mother's knee,  
The Christmas twilight trembles down  
With rose tints for the wondrous tree  
And rose glow for the snow clad town,  
And all is marvelous—but you  
Most marvelous of all to me,  
For I may hold you as I do,  
As Mary held him on her knee.

And he was sweet and he was fair,  
As are all mothers' little boys;  
His lips, his smile, his eyes, his hair,  
To Mary were her chiefest joys.  
And she would sing to him as I  
Sing while the sun dies in the west;  
I hear your weary, sleepy sigh  
As Mary heard his on her breast.

And in the after years, I think,  
When he was treading sorrow's way  
And held the bitter cup to drink  
She brooded on the happy day  
When he ran singing through the room  
And found a hundred things to do  
To drive away all chance of gloom—  
And was a little boy like you.

So drop your toys and let us sing  
The songs that heart and home have  
blest.  
For love is more than anything  
And life is work and play and rest.  
And Mary's was the mother heart,  
A heart of love all fair and fine,  
That into tender throbs could start  
For just a little boy like mine.

Across the years I reach to her  
And touch her white and empty hands,  
Down all the ages seems to stir  
A message that she understands;  
The subtle rapture that I keep  
Shrined in the very soul of me,  
When I may hold you here, asleep,  
As Mary held him on her knee.  
—Wilbur D. Nesbit in Harper's Weekly.

Before the birth of Christ  
the ancient Romans indulged  
at the midwinter season in a  
festival from which it is supposed  
that many of the present  
day traditions sprang.  
Presents were given and received.  
An expression of mutual  
brotherhood was shown  
in the custom of the masters  
and their slaves exchanging  
places and the former waiting  
upon the latter.

### Dixie's Noisy Christmas.

In lower latitudes, where the weather bureau makes even no pretense at supplying snow, says the New York Sun, the celebration of Christmas takes on a different manifestation. South of Washington Christmas has always been the day of great noise, the day set apart for the clangor of bells, the shrilling of trumpets, above all else the firecracker.

In the social conditions of the south before the revolution the day of noise and crash of gunpowder was the 5th of November, on which day all loyal subjects were adjured to "remember, remember the gunpowder treason and plot." The celebration of this noisy exorcism of Guy Fawkes by the loyal cavalier families of the south established a winter holiday of which noise was the predominant characteristic. After the southern colonies had joined equal hands with the northern in the long war, gunpowder treason was no longer the theme for celebration. But some celebration there must be to provide for the noise which had become a habit in the early winter. In the earlier times Christmas had been a day of sobriety out of doors, of lavish hospitality within.

What more natural, then, than to postpone the racket of gunpowder day until the next holiday in course and to give Christmas an outdoor element which it had never possessed?

### Different Sorts of Christmas.

Each stage in our progress from the cradle to the grave has its different Christmas. Old age forgets itself, the ghosts which haunt its memories, and enters into the young creature's happiness with a relish second only to the child's. The grandmother no longer wishes sleds or hoops or gingerbread with love and wonder upon the little beings who respond so radiantly to these objects of domestic manufacture. Between these generations stand the parents, with their own lives of bustle and responsibility and desire, their own games and gewgaws to pursue, but yet with a beginning of the change from living for themselves to living in their young.—Norman Hapgood in Collier's.

It was in New York, or, rather, New Amsterdam, that Santa Claus made his first American appearance in something like the garb and manner now familiar to all of us. From the Netherlands the Knickerbockers brought with them the Christmas of love and sympathy in religion, of comradeship among neighbors and of festivity in the family.

### A Continual Christmas

Let no pleasure tempt thee, no profit allure thee, no ambition corrupt thee, no example sway thee, no persuasion move thee to do anything thou knowest to be evil; so shalt thou always live jolly, for a good conscience is a continual Christmas.—Benjamin Franklin.

### Fasting at Christmas

When Cromwell ruled England he issued an edict against all festivities at Christmas. The festival was altogether abolished and the display of holly and mistletoe and other emblems of the happy time held to be seditious.

### The Yule Log

The observance of lighting the Yule log from the remnants of the previous Christmas log can probably be traced to the ancient belief in the efficacy of fire, which was supposed never to be extinguished. It is a link in the chain that binds us to bygone times when, to quote Max Muller, "the hearth was the first altar, the father the first elder, his wife and children and slaves the first congregation."

### Christmases In Various Lands

DEVONSHIRE, England, noted for its apples, boasts a curious custom. On Christmas eve the farmer and his son stand beneath the oldest and best apple tree, both bearing a jug of cider, and sing a certain folk song.

After passing the cider jug around they betake themselves home to a good supper and much merrymaking.

The Jamaica negroes collect all bits of odds and ends of finery with which to array themselves on Christmas eve and, choosing a king and queen, follow these leaders about, making as much noise as possible.

The custom of giving gifts at Christmas came not from the presents of gold and silver given to the Christ Child, as many believe, but from an old custom of priests putting on board of all outgoing ships a box of alms.

The box was opened at Christmas-tide and masses said for the givers of the alms.

## A Unique Christmas Remembrance

Why not send your friends Puritan Grape Juice as a Christmas gift. We have an attractive package for \$1.00. Send us the address or call phone 122 and we will see that as many packages as you need are delivered to the express office.

See Display Adv. on second page of cover.

PAW PAW GRAPE JUICE CO., LTD.